R.J. Reynolds Tobacco Company

cc: AZ
SS

cc: Scott
RCF
DM's
T2D's
Rep's
SRTS

910-741-5000
Winston-Salem, N.C. 27102

FSC-245-A

c/m 6-14

June 6, 1994

To All Region Operations Managers

SUBJECT: Promotional UPCs

Attached is a recap of the latest promotional UPC numbers. New promotional UPC numbers have been added for the Private Label category.

Program Contact: Charles Stone, extension #2548

R. J. REYNOLDS TOBACCO COMPANY

Attachments

51859 4877

Source: https://www.industrydocuments.ucsf.edu/docs/ztfn0000

PRIVATE LABEL BRANDS

PROMOTIONAL UPC NUMBERS

Packs	Regular Price	Special Price
2 Packs	012300-70534	012300-70537
3 Packs	012300-70535	012300-70538
1 Carton	012300-70545	012300-70539

These UPC's are to be used on all promotional offers; i.e., packaging and BXGXF on-pack offers which are designed to cover the actual pack UPC. They should not be confused with the coupon UPC which is also required on the interior portion of some on-pack coupons.

Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 5/24/94

51859 4878

Source: https://www.industrydocuments.ucsf.edu/docs/ztfn0000

FULL PRICE
PROMOTIONAL UPC NUMBERS

	Regular Price	Special Price	$.30 Off	$.40 Off	$.50 Off	$.60 Off	$.70 Off	$.40 Off 2-Packs	$.50 Off 2-Packs	$.60 Off 2-Packs	$.75 Off 3-Packs	$1.00 Off 2-Packs	$1.50 Off 3-Packs
1 Pack	012300-70382	012300-70400	012300-70416	012300-70417	012300-70418	012300-70419	012300-70420	-	-	-	-	-	-
2 Packs	012300-70373	012300-70401	-	-	-	-	-	012300-70527	012300-70528	012300-70529	-	012300-70421	-
3 Packs	012300-70375	012300-70402	-	-	-	-	-	-	-	-	012300-70530	-	012300-70422
4 Packs	012300-70377	012300-70403	-	-	-	-	-	-	-	-	-	-	-
5 Packs	012300-70379	012300-70404	-	-	-	-	-	-	-	-	-	-	-
1 Ctn.	012300-70390	012300-70410	-	-	-	-	-	-	-	-	-	-	-
2 Ctns.	012300-70392	012300-70411	-	-	-	-	-	-	-	-	-	-	-
3 Ctns.	012300-70394	012300-75002	-	-	-	-	-	-	-	-	-	-	-

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Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 3/14/94

51859 4879

Source: https://www.industrydocuments.ucsf.edu/docs/ztfn0000

SAVINGS BRANDS
PROMOTIONAL UPC NUMBERS

	Regular Price	Special Price	$.15 Off	$.20 Off	$.25 Off	$.30 Off	$.35 Off	$.40 Off	$.50 Off 2-Packs	$.75 Off 3-Packs
1 Pk	012300-70503	012300-70511	012300-70519	012300-70520	012300-70521	012300-70522	012300-70523	012300-70524	-	-
2 Pk	012300-70504	012300-70532	-	-	-	-	-	-	012300-70525	-
3 Pk	012300-70505	012300-70533	-	-	-	-	-	-	-	012300-70526
4 Pk	012300-70531	012300-70514	-	-	-	-	-	-	-	-
5 Pk	012300-70507	012300-70515	-	-	-	-	-	-	-	-
1 Ctn	012300-70508	012300-70516	-	-	-	-	-	-	-	-
2 Ctn	012300-70509	012300-70517	-	-	-	-	-	-	-	-
3 Ctn	012300-70510	012300-75518	-	-	-	-	-	-	-	-

These UPC's are to be used on all promotional offers; i.e., packaging and BXGXF on-pack offers which are designed to cover the actual pack UPC. They should not be confused with the coupon UPC which is also required on the interior portion of some on-pack coupons.

Promotional UPC should not be used on packaging which allows the product UPC to be clearly exposed; i.e., blister cards.

Revised: 3/21/94

51859 4880

Source: https://www.industrydocuments.ucsf.edu/docs/ztfn0000